

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, MARCH 5, 1890.

NO. 21.

## SPECIAL OFFERS

Often look attractive at first glance, but they have two weak points. FIRST.—A list of papers suited to the needs of one advertiser is rarely the best for another; consequently, the same amount of money could be more profitably spent. SECOND.—In nearly all the "Special Offers" there are some papers of doubtful circulation or value but which afford the agent a handsome profit, and it is to use this space that the offer is made, and the good papers are put in to cover up or carry the poor ones.

We are always glad to quote prices on *any* "Special Offer," but do not make them, for we do not believe they are advantageous to advertisers.

We do not "own" or "control" any publications, nor have we any facilities for placing business with them other than such as would naturally accrue to a firm, occupying as we do the position of the leading house in our line. The *largest* buyers are generally conceded to be the lowest buyers in any line of trade. Our aim is to place advertising *where* our clients want it, *when they* want it, *as they* want it. Our belief is that "they" want it where it *will pay them*, and to put it *right there* is our constant effort. When you wish to do *any* newspaper advertising, little or much, it ought to pay you to communicate with

Very truly yours,

N. W. AYER & SON,

NEWSPAPER ADVERTISING AGENTS,

*Times Building,*

PHILADELPHIA.

# SIX THOUSAND LETTERS.



O. M. DUNHAM, *Manager.*

104 & 106 Fourth Avenue,  
New York, \_\_\_\_\_ 18

To the Publishers of THE LADIES'  
HOME JOURNAL,

GENTLEMEN: We desire to inform you that the results to us from advertising in your Magazine have been more than satisfactory.

The publication of an advertisement in one issue brought to us, as nearly as we can trace it, about six thousand letters and a very material addition to our business. I have pleasure in heartily recommending THE LADIES' HOME JOURNAL as one of the best advertising mediums in the country.

Yours truly,

CASELL & CO., LIMITED,  
PUBLISHERS.

O. M. DUNHAM,  
Manager.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, MARCH 5, 1890.

No 21.

## CIRCULATION OF NEWSPAPERS BY MAIL.

Newspapers were at first reprobated and persecuted as enemies to the peace, security and dignity of rulers; next, they were heavily taxed as a trusty source of public revenue; now, they are favored wards of government. The press and the post-office react upon each other. The first increases the popular demand for mail facilities; the last increases the facilities of newspaper circulation. The post-office is so important an agency of circulation that if it were suddenly to cease its functions as a newspaper carrier, the press would be thrown into a temporary panic.

Newspapers and magazines are by law entitled to primary circulation, by the agency of the post-office, at the rate of one cent per pound weight. This rate of carriage is limited to those two classes of printed matter. It is, therefore, necessary, before the post-office undertakes to circulate a publication at that rate, to determine whether or not it is a newspaper or a magazine. Theoretically, this is an easy task; practically, it is often one of great difficulty.

It is never necessary to determine whether a particular publication is a newspaper or a magazine, for if it be either one or the other, it is equally entitled to mail circulation at the so-called pound rate. This is a fortunate provision of the law, since the former distinguishing characteristics of newspapers and of magazines have become, and are increasingly becoming, so blended that there are many periodical publications of large circulation that could not be exclusively classed as either a magazine or a newspaper by any known or practicable rules or tests.

A newspaper or magazine, within the meaning of the postal laws, is a periodical publication regularly issued,

at stated intervals, not less than four times a year. The periods of issue must be shown by the publication itself, the successive issues must be numbered consecutively, and each issue must bear its appropriate date. The issues must habitually be mailed at or about the time of publication. Educational and college journals may suspend publication during the vacation seasons, provided that they otherwise issue as often as four times a year.

The publication must be formed of printed paper sheets, and must not have a substantial binding. It must issue from a known office of publication, and the name of the publisher or publishers must appear in it. It must have a bona fide subscription list, but whether the minimum shall be ten, or one hundred, or one thousand, must depend upon the particular circumstances of each case. The publication must not be intended for free circulation, nor for circulation at nominal rates. Its publishers will not be permitted to use the mail, at "pound rates," to force a free circulation for the purpose of commanding advertising patronage. The subscription price per annum must appear, and it must obviously be an adequate, or at least a substantial one.

The publication must not be primarily or principally designed for advertising purposes. If, however, it be primarily and chiefly designed for a genuine newspaper or magazine, and conducted and circulated as such, the circumstance that its publishers, or anybody interested in it, have a subordinate purpose to advertise or promote their business interests (as in the familiar case of book publishers who issue magazines, or tradesmen or professional men who issue trade journals, of a genuine character) is of no consequence. In the case of a trade journal, it is a point of importance to determine whether the trade regards it as a gen-

eral organ of the trade; also, to what extent the interests of any business house is especially promoted by it, and, further, whether its advertising columns are open to the trade generally at regular published rates. The publication purporting to be a genuine newspaper or magazine, and seeking the privilege of primary circulation by mail at "pound rates," must be originated for, and devoted to either the dissemination of information of a public character, or to literature, or the sciences or arts, or to some special industry.

The publisher of a newspaper or magazine who desires to circulate his publication by mail at the rate of one cent a pound weight, applies to the post-office nearest to the place of publication for an entry or registration of the publication as "second-class mail matter." He is thereupon supplied with a blank form distributed to post-offices from the Post-Office Department at Washington, which he is required to fill up, sign and verify by oath or affirmation. Should he wilfully commit perjury, the privileged character of the press still partially shields him; for upon conviction of the offence he may only be fined, and is not to be imprisoned like an ordinary perjurer. The form supplied him is chiefly constituted of a great number of questions, of a particularly searching and inquisitorial character, the object of which is to satisfy the authorities that the publication is not primarily or chiefly designed for advertising purposes. Newspaper advertising has so permeated society, on its industrial side, that the Post-Office Department is in constant danger of being drawn into an unwitting partnership with adventurers in the great field of publicity on terms that put the burden of distribution upon the mail service, and leave all the profit, less the nominal postage rate, to the advertisers. Hence the list of standing interrogatories, based upon a long experience with all sorts of dodgery, and calculated to excite the envy of the young advocate about to conduct his first cross-examination of a hostile witness.

The possibility that the alleged newspaper or magazine proposed for registration may be primarily or chiefly designed for advertising purposes, takes on three alternative or combined forms. It may be intended for virtu-

ally free circulation as a means for bringing in advertising patronage; or it may be intended to promote the interests of some business wherein the publishers are engaged; or it may be intended to promote the business interests of some person or persons with whom the publishers have special arrangements. Consequently, the Post-Office Department exhibits great curiosity concerning the relation of the subscription list to the number of copies printed and circulated, sometimes interviewing the printer and a random selection of alleged subscribers. It investigates the business affairs of the proprietors, publishers and editors of the publication tendered for registration. It insists upon knowing whether any advertiser is peculiarly interested in the subscription or advertising receipts, and whether a great number of copies, and how many, are supplied to him and on what terms. Where the bona fide character of the publication is otherwise well established, the Department raises no objection to the supplying of a large number of copies to any enterprising or bold advertiser upon any terms. In brief, an old, well known, or well established publication has almost unlimited freedom of action, as not being open to the suspicion or presumption that it is primarily designed for advertising purposes. Some newspapers and magazines are not formally entered for the "pound rate," their issues being received, and their names listed at the post-office without question. Such formal delinquents are not privileged to inscribe upon their issues that they are entered at a certain post-office as second-class mail matter, but, then, they do not care for the privilege to publish the certificate of the Post-Office Department that they are officially held to be real newspapers or magazines.

An explanation of the further proceedings upon an application for registration must be reserved for another article.

C. F. B.

THE Detroit (Mich.) *Free Press* makes the following good point against those preachers who propose to have Monday morning's paper printed Saturday night before midnight: "There is a minister in Minnesota who thinks a Monday paper can just as well be prepared Saturday night. His congregation should keep a sharp lookout on him. A man with a notion of that kind is quite capable of ringing in a 10-year-old sermon on his people for a fresh one."

## THE FOREIGN ADVERTISER.

## FOR COUNTRY READERS.

The question of accepting or rejecting propositions for foreign (not local) advertising occupies the attention of every newspaper editor. He is often in doubt what to do with a given proposition. He realizes that the rate offered is low, and its acceptance does not seem just and fair toward home advertisers who are charged and pay a much higher rate. I am speaking now of those propositions which offer cash payment, the only ones, with some few rare exceptions, which ought to receive any consideration whatever.

I justify the acceptance of cash advertising from abroad at lower than regular rates on the following grounds: It comes to me without cost. The greater portion of our local advertising we must drum up, and this costs the time and salary of a man. The man who solicits foreign advertising for us is entitled to a compensation. If he was not at work in drumming it up we would receive very little foreign advertising.

If we have a surplus of space and can fill it with foreign advertising of an unobjectionable character at half of our regular rates, and can get cash in payment, I consider it justifiable. It is usually in the form of an electrotype furnished by the advertiser, and in running it our type is not being worn out, which affords another reason for a cheaper rate. A foreign advertiser has no interest in our town. He looks upon the value of the advertisement alone in its capacity to induce its readers to purchase his wares. I do not doubt that an advertisement of a stranger residing at a distance is less valuable than the advertisement of a local merchant or dealer who is known and trusted by the local readers of the paper. Therefore, another justification for a cheaper rate to the foreign advertiser.

The matter is in our own hands. We are not compelled to accept any proposition for advertising we do not want. If we think the offer is too low and the advertising is desirable, we can demand a higher price, and can often secure it through correspondence.

GEO. N. LAMPHERE.

Don't think that because some men are cross-eyed they haven't got enough sense to see through dishonest and fraudulent advertising.—Byron W. Orr, *Advertising Manager*.

**OLD FREE OUR NEW FREE.**  
  
 Worth \$100.00. Just like watch in the world. Perfect timekeeper. Warranted heavy, inside only—housing case, thick ladies and gents' case, with works and cases of equal value. One reason for each locality can secure one free, superior with one large and valuable line of Household Samples. These samples, as well as the watch, are free. All the work you need do is to show what we send you to those who call—your friends and neighbors and those about you—that all ways result in valuable trade for us, which holds for years when once started, and thus we are repaid. We pay all express, freight, etc. After you know all, if you would like to go to work for us, you can earn from \$20 to \$50 per week and upwards. Address, **Winnon & Co., Box 512, Portland, Maine.**

The two advertisements which are printed here are to be observed in a very large number of country papers. It is interesting to note how thoroughly they tell a story by word and picture. The advertiser who has prepared these advertisements knows how to accomplish what he sets out to do. They are models in their way.

**One of the BEST of the FREE**  
  
 escapes in a like world. Our readers are unacquainted, and to introduce our superior goods we will send you a pair of glasses in each locality, as above. Only those who write to us at once can make use of the glasses. All you have to do is return to us the one good to those who call—your friends and those around you. The foregoing of this advertisement shows the small cost of the sale. The following cut gives the appearance of it reduced to about the eighth part of its bulk. It is a grand, double size telescope, so large as to carry. We will also show you how you can make from \$10 to \$20 a day at least, from the start, without experience. Better write at once. We pay all express charges. Address, **H. HALLETT & CO., Box 250, Portland, Maine.**

When a man is about to expend a considerable sum for the insertion of his advertisement in a large number of newspapers, he will not be wise if he spares any expense of time, of pains, or of money to make certain that the advertisement which he will use is the very best which can be prepared for the purpose that he has in view.

This is a point that advertisers too frequently lose sight of; or, possibly, never think of at all.

### MORE VALUABLE THAN GOLD.

The Frankfort (Ky.) *Capital*, in an editorial in its issue of February 11, acknowledges an endeavor to follow the teachings and resolutions of the various Press Association meetings; and announces as a result, that by reason of this, it now has more self-respect, but fewer advertisements.

### WHAT DOES ADVERTISING SPACE COST?

There is no question connected with the newspaper business which has been so much discussed, with so little definite results, as the advertising question. A great deal of speculation has been indulged in and some attempts at figures, but, after all, the advertising agent has come nearer "fixing" an accepted valuation than any one else.

It appears to us that a great many more difficult valuations to arrive at have been solved than that of the actual cost of advertising space. We are not prepared to say that we have found the solution, but are willing to submit a supposed case, and hope that our readers will have interest enough in the matter to point out the fallacies. Presuming that many replies have been prepared in response to Mr. Edgar Parker's request for information upon which to base a report for the National Association, which appeared in the December number, the defects will be readily apparent to those who have given the matter thought.

It may be ridiculous, but we cannot avoid the impression that a very close approximate as to the actual cost of advertising space can be obtained. This is about the way we would go at it:

According to statistics, nearly one-third of the weekly newspapers in the United States average a circulation of five hundred copies each. As this class of newspapers is the most numerous, we shall base our estimate on a circulation of that number.

An eight-column folio newspaper of five hundred copies, patent inside, printed with an outfit valued at five hundred dollars, would cost about the following amount per week to conduct:

Proprietor's salary.....	\$15 00
One compositor.....	10 00
Office boy.....	3 00
Twenty-one quires of patents, at 17 cents.....	3 57
Express on same.....	50
Rent.....	5 00
Incidentals, insurance, taxes, fuel, lights, repairs, postage, etc. ....	5 00
Total cost per week.....	<u>42 07</u>
Cost for fifty-two weeks.....	2,187 64
Add interest on capital.....	40 00
Depreciation on material.....	<u>50 00</u>
Total cost for one year.....	2,277 64
Deduct four hundred subscriptions, at \$1.50.....	<u>600 00</u>
Net cost, less subscriptions.....	\$1,677 64

Each reader is, of course, at liberty to his own opinion as to the correctness of the above items. Our opinion is that any person who cannot get fifteen dollars per week for the work and worry necessary to conduct a weekly newspaper successfully cannot have very high aspirations in the financial line. While it may be possible to secure a compositor at less than ten dollars per week in some cases, we believe that the skill necessary to produce a creditable sheet cannot long be retained for less than that sum, even in small country towns. About the office boy there also may be some question, but we never did believe it was good financial policy for a ten or fifteen-dollar man to do three-dollar work. An office which is suitable for a good newspaper, which can be obtained for much less than twenty dollars per month, must be in a poor locality or a very dull town. We believe that few will question that six hundred dollars in cash subscriptions is a very liberal estimate for a paper of five hundred copies issue, for few papers have less than one hundred exchanges and free copies.

Leaving the further discussion of these items to our readers, we proceed to the claim that the cost of an eight-column weekly newspaper, after deducting the subscription receipts, is \$1,677.64. How is this sum to be provided for? We know of no other source, except the advertising columns. How much space is at our command? We think that it is a generally accepted proposition that the reading matter on the home pages should at least equal the advertising space. On this basis there would be eight columns of space at our disposal. To produce \$1,677.64, this space would have to be sold at the rate of \$209.70 or nearly \$9 per inch.

Is not this a fair estimate of the average cost of the advertising space in an eight-column paper? If it is not, we shall feel under obligations to the reader who will point out the errors for the benefit of the readers of the *National Journalist*.

We have not entered into a complicated estimate as to how reading and legal notices might affect the estimate, nor have we allowed for the loss by bad debts or delinquent subscribers. We presume the fair-minded editor who attempts to cut down our figures will not overlook these items.

Does advertising space in an eight-column folio weekly newspaper, of five

hundred copies circulation, cost nine dollars per inch? If so, for how much should it be sold?—*National Journalist*.

### PUBLISHERS' CONVENTIONS

The fourth winter meeting of the Wisconsin State Press Association was held at Janesville February 18, 19 and 20. The principal feature was an address by James W. Scott, of the *Chicago Herald*, on the topic: "Why the Country Newspaper Man Succeeds in the City." Various subjects relating to the editorial and business management of newspapers were debated. F. W. Coon, of the *Edgerton Reporter*, read a paper on the expediency of patronizing newspaper annuals, and Governor Hoard, George W. Peck, of *Peck's Sun*, E. D. Coe and others spoke on the same subject. A committee was appointed to consider "the formation of an organization to control the foreign advertising in the papers of the State." After being out for one day they decided that the subject was too big for a hasty consideration, and so were given until the next annual meeting to report. Opie P. Read, the humorist of the *Arkansas Traveler*, entertained the convention with funny stories, and the following board of officers was elected to serve during the coming year: President, B. J. Price, *Hudson Star and Times*; Treasurer, J. R. Decker, *Columbus Republican*; Secretary, F. W. Coon, *Edgerton Reporter*; Assistant Secretary, George W. Bishop, *Rhineland New North*; Vice-Presidents: Edwin Hurlburt, C. G. Stark, Geo. W. Peck, Frank Long, Ellis B. Usher, Cham Ingersoll, E. A. Charlton, Frank J. B. Gregg, H. W. Hostman.

The Minnesota Editorial Association held its twenty-third convention in St. Paul on February 12 and 13. About one hundred of the State's newspapers were represented, and among the topics discussed were: "The Relation of the General Passenger Agent to the Publisher," "Business Management," "Partisan Journalism," "Political Emoluments of Newspapers" and "The Mechanical Department." At a dinner on Wednesday evening Ignatius Donnelly was present, and responded to the toast: "What I Know About Journalism." The following officers were elected to serve during the coming year: President, L. P.

Hunt, *Mankato Free Press*; Vice-President, George N. Lamphere, *Moorhead News*; Recording Secretary, E. H. Dearth, *Le Sueur News*; Corresponding Secretary, Major T. M. Newson, *Northwestern Printer*; Treasurer, David Ramaley, *St. Paul Employing Printer*.

The Massachusetts Press Association convened for its winter reunion at the Hotel Vendome, Boston, on February 11. Obituaries of the late Justin Jones, E. B. Vaneyar, Mark Allen and J. E. Williams were read by the historian. The board of officers elected for the coming year was as follows: President, C. B. Fisk, of the *Palmer Journal*; Vice-Presidents: George H. Ellis, of the *Christian Register*; William Reed, of Taunton; George Otis, of Yarmouth; Samuel Bowles, of Springfield; C. S. Parker, of Arlington; Secretary, W. A. Woodard, of the *Milton News*; Treasurer, J. S. Smith, of the *Rockland Standard*; Historian, George H. Proctor.



**NO MORE WIND COLIC  
FOR BABY!**

PATENTED BY DR. G. W. BENTON.  
**THE RUB VENTER  
NURSING BOTTLE.**  
EXHIBITED AT PHARMACY  
AND NURSING  
For sale by leading Druggists  
and Dealers in "Baby Goods"  
Price, 25 Cents.

WOMEN'S REV. CO., Sole Importers, Boston, Mass.  
(mail order)

### THE DAILY MOON.

The following is taken from a recent issue of *Kate Field's Washington*, a paper which began life at the capital a short time ago:

Names do count for something after all. Who ever thought of calling a daily paper the *Moon*? And yet the moon is a model of industry—up and at work while our world is asleep, and the sun is away on a journey, and the stars are so busy winking at each other that they have no thought for anything else. I might make a wild guess at the reason, and say that there is a common superstition of our race that nothing succeeds which is not pretty well tintured with a feminine element. The moon—poor thing!—has only a man in it.

If Miss Field will consult the 1889 issue of Geo. P. Rowell & Co's American Newspaper Directory she will find on page 338 the following, under heading of Battle Creek, Michigan:

MOON; every evening except Sunday, and WEEKLY Saturdays; independent; eight pages; size—daily 28x40, weekly (size of page) 13x20; subscription—daily \$6, weekly \$1.50; established—daily 1879, weekly 1882; Martin E. Brown, editor and publisher.  
*Ink Fiend.*



TWO ADVERTISEMENTS IN  
ONE.

## GRATUITOUS ISSUES.

Where an advertiser makes or sells two separate and distinct articles he can often arrange, without taking any unfair advantage of the publisher, to have advertisements of each inserted at rates considerably under what would otherwise be charged. This is illustrated in the accompanying reduced fac-simile:



## Wolff's ACME Blacking

A magnificent Deep, Black Polish, which lasts on Men's boots a week, and on Women's a month.

Madam, Your Tea Trays, Bread Boxes and Coffee Canisters look as if a new, clean coat would help them. Have you ever tried the refreshing effect of

**PIK-RON** TRY IT.  
WOLFF & RANDOLPH, Philadelphia.  
Ask to Drug, Paint and House Furnishing Stores.

In its original form this combined advertisement occupies the space of four inches, the "Pik-Ron" section being a little less than one-fourth of the whole. Four consecutive inches in most papers cost less than three inches purchased by one advertiser and one inch purchased by another.

In this connection, the point may also be raised that country papers often do not make any serious objection if an electrotyped advertisement happens to run a little over the actual space contracted for. Of course, advertisers are not backward in embracing any opportunity in this direction that may be offered them.

One question rises above most others in the field of doubtful newspaper advertising at the present moment. What value has a gratuitous issue? I refer, advisedly, to mediums of doubtful value, because such papers as the leading dailies, or the weeklies of long-established standing and circulation, have positive circulations and a value beyond doubt. A great volume of advertising, however, exists which has no fixed value, but which is very desirable, and which may be purchased by a well-informed buyer at a very profitable rate. Many doubts will pass through the buyer's mind, and the most important one will be, "What value has a gratuitous issue?"

The opinion which I shall give will be a very disinterested one, because I put out more free copies than most publishers myself, but, like George Washington, I cannot tell a lie. That gratuitous issues have a value is unquestionable. How to compare or measure it is a serious question.

Some natural rules suggest themselves. The direct interest which a class journal draws out from members of the trade to which it is gratuitously addressed gives it a greater value proportionately than a general publication. The more costly publication, when gratuitously issued, gains more attention than the ordinary cheap newspaper form. It is one of the strong points against free circulation that a daily which possesses real influence and circulation attracts more respect and notice to its cheap wood pulp pages and its poor presswork, in which rapid presswork and thin ink conspire to obscure the "pure reading matter," than the finest super-calendered paper and dry printing can command for a publication whose force is an unknown factor.

Perhaps a story from life will illustrate the case. I rode daily in the cars from a suburban town to the great city. An old banker, whose wealth was beyond question, rode in at the same hour. It was in the days of the terrible Arctic experience of the Jeannette's crew. One morning the old banker exclaimed, with honest vehemence, to one of his friends, "I wish they would stop printing these Arctic horrors! I read column after column every morning about this Jeannette business until I am sick and



tired." Is it necessary to explain the mental action which led to this honest outburst of feeling? Is it not evident that, having invested two cents in a morning paper, and having thereby committed his judgment in the purchase, he feels bound to carry out the transaction to full business completeness. Although his income made his time worth probably twenty dollars an hour, and the proportion of the newspaper columns occupied by the Jeannette horrors represented only one-sixteenth of the two-cent paper, yet he *must* put in ten dollars' worth of time to redeem the investment of one-eighth of a cent.

That man represented in that regard nine-tenths of the community. The general public serves as the "slave of the lamp" did in Aladdin's case. The paper which they regularly purchase is *their* paper, *their* investment. Yes, it is *their* taskmaster in the matter of the searching of its columns.

With PRINTERS' INK in my hand, it is unnecessary to revert to my first point—that trade journals are the most marked exceptions to this rule. Addressed to a separate class; full of interest to its direct class of readers, commanding their attention because of its efforts to increase their profits, a trade journal does not suffer as much by free distribution as any other class of publications.

Another line of class journals suffers most, in my opinion, by free issue—those connected with religious sects or beneficiary orders. They fall by the wayside and are choked up among the ranker weeds, and get but a minimum of attention.

Daily papers? Well, just imagine the indifference that old banker would evince toward a daily—even of the first class—whether free from or full of Jeannette horrors, which was thrown gratuitously in his lap.

Yet distributions of daily papers, when made with strength, accompanied by general and stirring advertising in other lines, and challenging public curiosity to some "new departure," do command considerable attention. Jas. Elverson's sampling of Philadelphia with the *Enquirer* is a good instance of successful work of this kind.

The question is unanswered. We have only touched on some of its salient points. Like most advertising problems, it must be answered by each advertiser according to his own judgment.

But it is beyond doubt that more judgment is required to invest in general mediums of doubtful value than to buy space in the New York *Sun*, and the buyer who has the capacity to handle the bargains which others fear to purchase, because of their doubts, can often buy cheaper publicity than those who confine their investments to the leading one-price journals.

ARTEMAS WARD.

### HUMOR IN ADVERTISING.

Next to a lover, all the world loves a joke. The shrewd advertiser can sometimes turn this sentiment to his account, as has been done by a mineral water company in the columns of the San Francisco (Cal.) *Wasp*:



JACK DANIELS (of S. A. N.): What a dunnch friend I Dose dropples' nicksle in eist I' lach half hour. I want to find the weight of my load. Oh, if I only had some Etna I would feel lighter.

Etna Mineral Water Co.,  
104, 106 and 108 Brannan St.,

Dear Sirs: If you wish to add my testimonial to the number in your possession, you are at liberty to do so, as the Etna Mineral Water has given me more relief in a chronic case of Dyspepsia than anything I have ever tried.

Very truly yours,

C. HERMANN, 329-336 Kearny street.

Although there is nothing uproariously funny in the idea of a drunken man dropping nickels into a lamp-post box, it would, in most cases, be likely to cause a smile, and lead naturally to the reading of the testimonial below. Another point to be noticed is that the advertisement in question appeared in a humorous paper, the readers of which would be looking out for anything having the appearance of a joke. A joke can be a help or a hindrance to an advertisement, just as with a picture, according to its quality and the way it is used.

## SAMPLE COPIES.

Sample copies of newspapers of the second class are defined to be copies sent to persons not subscribers, for the purpose of inducing them either to subscribe or advertise, or to persons whom the publisher may desire to secure as agents of his paper. Any number of copies of any number of different editions of a second-class paper may be sent at any one time as sample copies. The primary design of a publisher in sending out sample copies is to increase his subscription list and advertising patronage, and the law permits him to send such copies at the rate of one cent per pound. This was enacted in expectation that such free circulation of sample copies of his paper would induce subscriptions thereto, and, therefore, augment the postal revenues. But such exceptional advantages as are extended by the law to publishers in circulating their papers to induce legitimate returns, must not be regarded as embracing papers sent out for advertisers, or by campaign committees or for other persons to be sent to specified addresses, and apparently intended, from the nature of the contents, or of marked portions of them, to serve the business, political or personal interests of the person or persons ordering them. Such copies are third-class matter, and should be prepaid by stamps at the rate of one cent for each two ounces or fraction thereof.

For example: No paper of the second-class can contain a "write-up" of a business house with the business marked and the papers paid for by such concern, and then mail them at second-class rates under the plea that they are "sample copies."

Political speeches or documents of any kind published in a newspaper, to be used for campaign purposes, cannot be purchased by campaign committees or other interested parties in large or small quantities, and then sent out by the publisher at second-class rates, no matter whether they go in single wrappers or in bundles to their own agents or to other persons.

A publisher in sending out sample copies of his paper must limit the sphere of his purpose to his own benefit, either in advertising or subscriptions, and to mail papers with a certain business advertisement, be it marked or unmarked, to addresses furnished by outside parties, is a clear violation of the law—*The United States Mail*.

## THE NEWSPAPER'S POLICY.

A journal, says *The Printers' Register*, which has been interviewing people as to how a daily paper should be managed, has produced a sort of composite photograph of a daily paper. In other words, each person interviewed stated that he would exclude all matter that did not interest him. The result, says a writer in *America*, is that a paper produced to please all the people interviewed would somewhat resemble the average daily, as it would comprise various features. The fault with our papers lies not so much with the publishers as with the readers. If the majority of the readers desire a moral and instructive newspaper, they can have it by bestowing their patronage upon such a sheet. But one of the gentlemen interviewed made a thoroughly sensible reply. He was a banker, and when asked what policy he would pursue were he managing editor of a great daily newspaper, he replied that he would resign at once and let somebody who knew something about the business manage it.

## THE NEWSPAPER PUFF.

The newspaper puff is something that makes men feel bad if they don't get it. The groundwork of an ordinary newspaper puff consists of a moral character and a good bank account. Writing newspaper puffs is like mixing sherry cobblers and mint juleps all through the summer months for customers and quenching your own thirst with rain-water. Sometimes a man is looking for a puff and don't get it, then he says the paper is going down hill, and that it is in the hands of a monopoly, and he would stop subscribing if he did not have to pay his bill first. Writing a newspaper puff is like taking the photograph of a homely baby. If the photograph does not represent the child with wings and halos and harps, it shows that the artist does not understand his business. So it is with the newspaper puff—if the puffed doesn't stand out like a bold and fearless exponent of truth and morality, it shows that the puffer doesn't understand human nature. It is more fun to see a man read a puff of himself than to see a man slip on an orange peel. The narrow-minded man reads it over seven or eight times and then goes around to the different places where the paper is taken and steals what he can. The kind-hearted family man goes home and reads it to his wife, and then pays up his bill on the paper. The successful business man who advertises and makes money, starts immediately to find the newspaper man, and speaks a word of grateful acknowledgment and encouragement. Then the two men start out of the sanctum and walk thoughtfully down the street together, and the successful business man takes sugar in his, and they both eat a clove or two; and life is sweeter, and peace settles down like a turtle dove in our hearts, and after a while lamp posts get more plentiful and everybody seems more or less intoxicated, but the hearts of these two men are filled with a nameless joy, because they know just where to stop and not make themselves ridiculous.—*Bill Nye*.

## AN OPPORTUNITY FOR EDITORS.

DEAR SIR—We are receiving a great many newspaper applications for samples of our Dr. Edison's Electro Magnetic Spinal Supporting Corset, and as we cannot send editorial samples to all, we have decided to accept the publication of the local notices below, at least three months, for a sample corset. If satisfactory you may insert these notices in your local columns, and after they have been inserted six weeks, we will ship you corset. It is a part of your agreement in accepting this proposition to send us your paper regularly while the advertisement is running. Yours, respectfully, G. D. NICHOLS & Co.

P. S.—This offer must be accepted within 30 days from date, otherwise void.—*Advertiser Reporter*.

As a matter of business it is always well for business men to know to what extent the newspapers circulate which they patronize. It is poor policy to place advertisements in a paper because the space can be secured cheap, for cheap rates indicate an insignificant circulation. Business men should pursue the same policy in contracting for space in newspapers as in purchasing their stock of goods—and that is to secure the best value for the money expended.—*The Ashland (Wis.) Daily News*, Feb. 5, 1890.

A BUSINESS-LIKE ADVERTISE-  
MENT.

THE YANKEE BLADE,  
BOSTON, Mass., Feb. 13, 1890.

Editor of PRINTERS' INK:

In your last issue you ask who can furnish a better or more effective advertisement than that of the *Housewife*, appearing in that issue. Assuming that this is an invitation for

other advertisers to present works of art, we take the liberty to inclose herewith a copy of an advertisement which we have been placing quite extensively for several months. We thought it an effective one at the outset, and its pulling powers have demonstrated that we were right in our conclusions. It is not, perhaps, a work of art, as some advertisements are, but it does do the work.

Respectfully,

POTTER & POTTER.



SENT FREE, on trial, to new subscribers, two weeks by sending 10 cents to pay postage. A valuable premium free for every club of ten. Earliest paper to arrive for to America. Please copy for.

APTS WANTED.

**ESTABLISHED 1841.** The oldest and best 8-page weekly story paper in America.  
Has 500,000 readers every week, and is bound to have the LARGEST CIRCULATION IN THE UNITED STATES.

**10 WEEKS FOR 10 CENTS**

Although the regular subscription price of THE YANKEE BLADE is \$1.00 a year, we will send it to new subscribers for the first two years for \$1.75, three years for \$2.40, four years for \$3.10, five years for \$3.80. We will not be under any obligation to our readers possible during the next three months. Our office is made to show our paper to the greatest number of readers possible during the next three months. If you order that every person who sends 10 cents for THE YANKEE BLADE two weeks shall at the same time send the address of at least three story readers by registered mail or P. O. money order. All large amounts may be sent safely as absolutely safe way to send money. Satisfaction guaranteed. Address at once, enclosing this paper, to POTTER & POTTER, Pubs. THE YANKEE BLADE, 86 & 82 Federal St., Boston, Mass.

A CHICAGO EDITOR'S VIEWS.

Victor F. Lawson, proprietor of the Chicago *Daily News*, has been interviewed by a reporter of the New York *Star*, and after denying that he had come to New York with the idea of purchasing another newspaper, he said: "As to the comparative advantages which newspapers enjoy in the two cities, I must say that I see little difference in the situation. The competition is fierce in both cities, and neither can claim much advantage on that score. You have here several old-established conservative papers that are not so enterprising as some of their contemporaries, but that is almost the only difference. I think the tendency of the newspapers in Chicago is to err in the matter of blanket-sheet issues. Here it seems to be in the number of pages that is exploited as the particular merit. I am an advocate of small papers, printing the news correctly and briefly, but fully. People want the news, and they have no time to waste in reading padded or irrelevant stuff. Besides, small papers do not cost so much to make as large ones, and that is an item for consideration. I am a believer in impersonal journalism. Running a newspaper on that line is far more satisfactory and effective, I think, than with signed articles. Another thing I advocate is the complete divorce of the counting-room from the editorial department. The men in the editorial room should not know anything about the business relations of the paper with any firm or corporation, and the counting-room should not interfere in any way with the publication of news. By that system the paper becomes known as sincere and honest in its news publications and editorial utterances, and gains the respect and confidence of the public. In Chicago we have not yet been struck by the wave of sensationalism that seems now to be in full force here. I cannot say that I am an advocate of that kind of journalism, and doubt if it works to the permanent good of the paper, though I admit that it may cause a temporary increase of circulation.

"In Chicago we are not greatly troubled with 'fake' articles, and in my own experience

I have had but one occurrence of the dishonorable practice of a reporter selling the paper's space or accepting pay for a sly puff. The standard of honor among Chicago newspaper men is high in this respect, and ostracism would speedily attend the detection of a reporter who engaged in such practices. It is one rule to which I have rigidly adhered not to publish advertising matter as reading matter, without labeling it 'adv.' I think not to enforce that rule would be unfair to those who read the paper. I am also a staunch advocate of sworn statements of circulation, and by that I mean not the register of the presses, but the number of papers issued that stay out, deducting the copies returned, those sent out as exchanges, and those used by the staff as working copies. I think it only fair that the advertiser should be honestly and regularly informed as to the number of papers issued in which his advertisement appears.

"I think the weight of influence among our newspapers lies in favor of the morning dailies, though as a matter of fact the largest circulations in some of our cities are those of evening papers. The evening papers do not realize the scope of their opportunity. Except in occasional instances they seem content to abide with reflected light; but if they would spend enough money for news and show their individuality, their general influence would be vastly increased. It is true that the time used in making them is too short for the most finished work, but the evening papers greet their readers during hours of relaxation, while their minds are free to digest what they read. The morning paper reaches its reader when he is about to begin the labors of the day, and at a time when, of course, his mind is more or less occupied with business. In this respect the evening papers have a wonderful advantage over their morning contemporaries."

SELECT such territory as your capital will enable you to work thoroughly, and when you receive satisfactory returns from it, enlarge your field.—*Auro Goff's Circular*.

## ENDORSING A SHAVING SOAP.

## AN ODD JOURNAL.

With profound regret we learn that his royal highness, the Prince of Wales, has resolved so far to withdraw his patronage and sanction from English literature as to permit nobody to use his name in a soap advertisement. By the way, this reminds us of something that once happened to Senator Ingalls. Mr. David Lewaley, who was at the time a reporter for a Washington journal, was sent to hold an interview with the Senator upon an important matter of State. The Senator, who had no intention whatever of being drawn into a conversation on that subject, met Mr. Lewaley with his accustomed grace, and courteously veered the conversation into other channels. Somehow, for want of another handy subject, the Senator said something about beards, which led to barbers, and, of course, to the general subject of shaving.

"By all means," said Senator Ingalls, "you should learn to shave yourself," and then he went on with a learned, thoughtful and highly entertaining disquisition on the advantages, economic and metaphysic, of shaving one's self rather than hiring a barber to do it. Mr. Lewaley paid careful attention to all the Senator said, fixed facts and dates in his mind, and said nothing. When the Senator had related circumstantially his own varied experience with razors and brushes and soaps, recommending this make of blade and that brand of lather to Mr. Lewaley's use, the reporter, convinced that he could not learn what he had come to learn, arose to go. There was, or the reporter imagined that there was, a sort of merry, triumphant twinkle in Senator Ingalls' eye as he politely bowed his caller from the room—a wink which seemed to say: "I have made the young man really forget what he came for."

The next morning Senator Ingalls was more or less horrified at finding in the local newspaper a true report of all he had said, including the earnest recommendation of a certain shaving soap, which he unqualifiedly pronounced the very best that could be had. But the reporter's vengeance was not yet satisfied. He marked the article and sent it to the manufacturer of the recommended soap. In a fortnight the newspapers, the periodicals and all the many means employed by advertisers were brought into use, and Senator Ingalls' eloquent eulogy of that soap was printed in every form that could be devised to attract popular attention. And the worst of it was, the Senator could not deny that the very expressions, earnest and glowing as they were, were all his own.—*Washington Post*.

A NEWSPAPER ought to be, to begin with, a news paper. You will understand by the prefix "news" I do not mean "invention." I refer to the prompt and accurate collection of facts of interest for the people to know, and the early publication of these. He who succeeds most in this will best achieve the ends for which the newspaper was, and is designed, and will, at the same time, attain the highest awards deserved by popular patronage and favor for success in every effort to supply the public what it desires and needs. If the newspaper thus made up is to have opinions, they should be sensible and honest, as unselfish as may be, and decently delivered, aiming above all to represent the interests of the many, who cannot represent themselves, as against the interest of the few, who are sleepless in the devotion they bestow upon their own affairs.—*Henry Watterson*.

The oddest journal in the metropolis is the so-called newspaper published by the Mongolians of Mott street. It is written with a camel's-hair pencil upon vermilion paper, and is pasted upon the wall of No. 16 of that thoroughfare and on the two large telegraph poles which stand between Chatham square and Pell street. All day long it is read and studied by almond-eyed crowds. Even in the evenings a belated laundryman can be seen running his eyes over its tea-chest characters. Yesterday I was one of the throng, and, thanks to a friend who is a good Chinese scholar, was enabled to get a fair knowledge of the day's issue. There was considerable similarity between it and our own dailies. There was the latest proclamation from the Emperor of China; a communication from the embassy at Washington; a letter from the Consul; an account of an anti-Chinese outrage in Idaho; a news item of a flood in China; a dozen of "Want advertisements," a few laundries for sale; a death notice and a call for a meeting of some benevolent society. The editors are called scribes, and write at the order of their customers, charging a good figure for their skill with the brush. The favorite editor is said to make as high as \$20 a day; but, beyond his editorial work, he writes cards, literary compositions and prayer tickets for his customers.

One feature of this journal is worthy of imitation. If a member of a trades union is thrown out of employment he puts up a notice to that effect, and thereupon every other member is bound to help him to a job. The result is that within twenty-four hours the applicant usually has a number of offers from every sort of business in which Mongolians engage. If he is sick he or a friend announces it in a similar notice, and his society thereupon sends him a doctor and a committee to nurse and take care of him until he is well. If impecunious they pay all his expenses, even going so far as to settle his rent.—*New York Star*.

## FUNCTIONS OF THE TRADE PAPER.

A journal printed over the Canadian border makes the point that the functions of the reputable trade paper are little understood even by business men themselves. This remark is not wholly unfounded, although no intelligent and discerning merchant will be disposed to question the fact that a properly conducted commercial journal is of real value to the business man. It has been well said that it introduces the buyer to the seller, the manufacturer and importer to the consumer, the banker to his client, performs the duty of a broker without any claim for commission, and moreover gives to each of its subscribers a list of possible customers, "whose advertisements testify to their energy and push, and thus secures them, so far as is possible, from confiding their goods to those who may be lacking in these essential qualifications for success."—*American Stationer*.

THE Misses Emily and Georgiana Hill, of Westminster Bridge, London, England, have opened a school for women journalists. The Misses Hill edit the *Westminster and Lambeth Gazette*, and are among the very few journalists of their sex in Europe. They intend to teach typesetting, shorthand writing, proof-reading and reporting.—*New York World*.

COMMENDATIONS.

BROCKVILLE, Ontario, Feb. 24, 1890.

Editor of PRINTERS' INK:

\* \* \* We regard PRINTERS' INK as an invaluable aid to every progressive advertiser. RECORDED PRINTING CO.

COLORADO EXCHANGE JOURNAL, }  
DENVER, Col., Feb. 17, 1890. }

Geo. P. Rowell & Co.:

We appreciate PRINTERS' INK more than any of the over four hundred exchanges which reach our office. E. N. BAKER, Manager.

SYRACUSE, Kan., Feb. 22, 1890.

Geo. P. Rowell & Co.:

PRINTERS' INK received, and we are convinced on reading it that it is a journal of great benefit to publisher and to advertiser. May PRINTERS' INK continue to do much good is the wish of DUNLAP & HURD.

NEW LONDON, Feb. 20, 1890.

Geo. P. Rowell & Co.:

Our subscription to PRINTERS' INK has probably expired. Please continue sending to same address, and charge to our account. We wouldn't be without your interesting journal. THE TELEGRAPH COMPANY.

THE DETROIT JOURNAL, }  
DETROIT, Feb. 19, 1890. }

Geo. P. Rowell & Co.:

I have been giving PRINTERS' INK a good deal more advertising than asked for, but do not see any copies. I like it so well that if necessary I will send down my \$ for it.

E. H. AYER,  
Manager Advertising Department.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

THE HOUSTON POST—All South Texas.

THE OREGONIAN—Whole North Pacific.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

SALT LAKE TRIBUNE—Most powerful medium in Utah. Anti-Mormon.

THE ODD FELLOWS' REVIEW, Chicago, is for sale. Paid 40 per cent. 1890.

HOME, FARM AND FACTORY, St. Louis, Mo., A 1; 60,000; one inch, \$50 a year.

THE FANCIER'S REVIEW, Chatham, N. Y. 16-page Poultry Journal. Circ'n, 6,500.

DESIGNER AND ENGRAVER of advertisements, Will A. Stevens, Coldwater, Mich.

HEROLD DES GLAUBENS, St. Louis. Established 1890. Weekly. Circ'n 19,000.

1 INCH trial "ad." 5 mos., \$1. Circ'n 1,000. A Family Mag. Farrago, Mt. Juliet, Tenn.

LANDWIRTH, St. Louis. Agricultural. Monthly. Circ'n 21,000. Present rate, 6c.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 30 cents per line.

THE ADVANCE, Bunker Hill, Ill. Only Prohibition paper in Southwestern Illinois. 300 per column.

COLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies, \$5.00 per year. Denver.

FAMILY STORY PAPER.—Circ'n larger than any other story paper. \$1.25 per line.

DAILY STAR, Franklin, Ind. Only Daily in County of 25,000 people. Goes to every post-office daily.

ONLY ONE illustrated weekly paper is published on the Pacific Coast, WEST SHORE, at Portland, Ore.

FOR A BARGAIN in newspaper property in Missouri, address "KAUSE," care of PRINTERS' INK, New York.

\$1,000.00 FORFEITURE! For full particulars send to OXFORD COUNTY ADVERTISER, Norway, Me.

THE DENVER REPUBLICAN sweeps the State—Colorado. A "Pure Gold" medium—"Pride of the Rockies!"

MOST PROSPEROUS EVENING PAPER in U. S.—PHILADELPHIA ITEM. Eight pages every day for ONE CENT.

CATALOGUES and circulars wrapped and addressed free of charge. Particulars, Cycler Pub. Co., Stamford, Conn.

ADVERTISERS of Proprietary Medicines receive good results from NEW YORK WEEKLY. Send for sample copy and examine advertisements.

OREGON is prosperous. WEST SHORE, the great Pacific Coast illustrated weekly, reaches the largest number of people in that prosperous section.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

WANTED TO PURCHASE.—A Daily Newspaper in a growing town or city. Must be a bargain for cash. Address "PRESS," P. O. Box 1592, Philadelphia, Pa.

IT PAYS.—To advertise in best medium. The FINDLAY JEFFERSONIAN is the BEST in Northern Ohio. Daily and Weekly. Rates low. Specimen copies free.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

160,000 PEOPLE read the BEE HIVE and MICHIGAN MACCABEE every month! Send a Trial Adv. and \$1 to STEVENS & KING, Publishers, Port Huron, Mich.

THE SENTINEL, Daily and Weekly, Knoxville, Tenn., covers thoroughly the thrifty growing section of the New South. Guarantees largest local circulation. Specimen free.

JOURNAL OF AGRICULTURE, weekly. Guaranteed and sworn circulation 45,000 weekly. 25c. per agate line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

GREATEST CIRCULATION IN ALABAMA.—The Birmingham AGE-HERALD. Average every issue three months preceding Jan. 1, '90: Daily, 6,102; Sunday, 8,817; and Weekly, 17,983.

THE GLEANER—Daily and Weekly—Henderson, Ky.; pop., 12,000. Daily circulation, 700; Weekly, 3,320; exclusively among farmers of Henderson, Union, Webster and Hopkins counties.

THAT old, reliable, and in every respect first-class newspaper—THE SACRAMENTO RECORD UNION.—Geo. P. Rowell & Co. Admittedly the most important medium in California, outside of San Francisco.

THE UNION, Wellsville, O.—Shrewdest, most successful patent medicine manufacturers of the world use it. Ask Hood, Ayer, Warner, Bucklen, etc., how it pays. Special low rate inducement this year.

WICHITA, KAN.—"PRINCESS OF THE PLAINS" and THE EAGLE, printed on a perfecting press, from stereotyped plates. Greatest of all Kansas dailies. Reaches 190 Southwestern Kansas points every day.

**THE CYCLER AND TOURIST**, .05 per agate line. The Cyclor Pub. Co., Stamford, Ct.

**REPUBLICAN JOURNAL**, Littleton, N. H.—Largest circulation (3,730) of any local paper in N. H., and larger than any two in Grafton, Carroll or Coos counties. See Rowell & Co's List of Preferred Newspapers.

**WEEKLY JIMPLICUTE**, Jefferson, Texas (now the great iron center of the Southwest), established in 1865. Circulation covering all East and North Texas. Specimen copy sent advertisers on application.

**IF YOU WANT TO BE POSTED** on Northern Colorado, and Boulder County in particular, subscribe for the **BOULDER COUNTY HERALD**. Daily, \$7.00; Weekly, \$2.00. Best advertising medium in Northern Colorado.

**THE DETROIT JOURNAL**—the only evening paper in Michigan having the Associated Press service. Independent, clean and newswy; a distinctively family daily, taken into more homes than any other paper in Michigan.

**THE LEAVENWORTH EVENING STANDARD** yesterday declared its semi-annual dividend of 5 per cent.—*Leavenworth Times*.—THE STANDARD is the only daily paper in Kansas that earned 10 per cent. on its capital stock for 1890.

**NEWS**—Daily and Weekly—Established, 1871; SUN—Daily and Weekly—established, 1877; consolidated, 1889. Griffin, Ga. Circulation of two papers, with rates of one. Covers field completely. Now is time to make contracts.

**FOR SALE**—Republican Weekly Newspaper, near New York. Complete outfit—presses, cutters, etc. Cost, \$1,500. Price, \$1,500—\$300 cash or security; remainder, long notes. Specified chance. Address "OMRA," care PRINTERS' INK.

**PORTLAND, OREGON**, in proportion to size, does the heaviest business of any city on earth. Population 61,000. Wholesale trade for 1889, \$18,000,000. THE OREGONIAN, like the lawyer's argument about the snow, "covers the entire ground."

**WE WILL BE PLEASED** to receive the address of every reader of "INK,"—mailing to them, free, our illustrated circular, with testimonials, of an article that all smokers will with delight. Respectfully, W. M. HEWITT, Peachton, Ohio.

**ADVERTISE** in and subscribe for THE NEW YORK ADVERTISER AND COMMERCIAL REPORTER, giving the most extensive and correct tabular quotations of Dry Goods, Groceries, Drugs, etc.; published. Address M. J. HUGHES, Ed. and Pub., 15 Spruce St., N. Y.

**JUDGING** from the patronage of Texas advertisers, THE HOUSTON POST is the most popular daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants." Circulation considered, rates are very low.

**THE PITTSBURGH PRESS** has furnished Geo. F. Rowell & Co. with a detailed statement of circulation covering every issue for 1889. Total, 10,573,388 copies, or an actual daily average of 33,347 copies printed and SOLD. LEADS THEM ALL. Yearly rates, only SIX CENTS A LINE, each insertion.

**INFLUENTIAL PAPERS HELP SALES.** With the leading families of the country live the teachers. These all read the POPULAR EDUCATOR, of Boston. Recognized at home and abroad as the leading educational organ of America. Received gold medal at Paris Exposition.

**THE BALTIMORE MORNING HERALD** printed and sold, during the year 1889, 7,462,000 copies, daily average of 23,340 copies; Sunday Herald, 18,000; and Weekly Herald, 14,000. THE MORNING HERALD seems to be the only newspaper in Baltimore that is willing to "show up."

**THE enterprise of THE KANSAS CITY TIMES** never lags. They are now running a fast newspaper train, called "The Times Flyer," over the Union Pacific, covering 39 points in Kansas, reaching the most distant at 8.45 A. M. SUNDAY TIMES, over \$2,000!

**CATCH ON QUICK.** Regular edition of Webster's Dictionary, containing over 1,600 pages, and 3 months' subscription to NEW YORK WEEKLY, for \$3. Offer it to your subscribers for \$4. This is unparalleled. Send for photo-electro. STREET & SMITH, Publishers, 25 to 31 Rose St., N. Y.

**E. V. SMALLEY**, writing in *The Century Magazine*, of the North Pacific Coast, says: "There is no parallel case in the United States of a single rich and prosperous newspaper having an absolute monopoly of so large a field of circulation—about 1,000 square miles," referring to THE PORTLAND OREGONIAN.

**STREET & SMITH**, Publishers of the New York Weekly, write under date of Jan. 24, 1890, as follows: "Publishers of PRINTERS' INK—We have had a little two-line advertisement (fifty cents' worth) running in your paper for a few weeks, and we find it a very good investment. The inclosed letter is only one of a large number we have received."

**THE ARGONAUT** is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by subscribers.

**A MASTER PRINTER**, capable of conducting and extending an already large general Job Business, has a rare opportunity offered in connection with one of the oldest publishing companies in the central States, in a prosperous, growing, manufacturing city. A man who can command capital preferred. Address "SIXTY-EIGHT," care of PRINTERS' INK, 10 Spruce St., New York.

**PORTLAND, MAINE, EVENING EXPRESS.**—Wide awake, enterprising, progressive. Largest daily circulation in Maine. Lowest rates, considering circulation. Will furnish detailed statement of circulation, showing each day's issue. Read by all classes. Advertisers can reach more buyers in Portland and vicinity, through the EXPRESS, than by any other medium mentioned in Rowell's "Preferred List."

**THE STORY OF THE YEAR**, as told in cold figures by the DENVER REPUBLICAN'S total circulation for 1889, is 4,955,072, or an actual daily average of 13,539 copies each issue. The fourth quarter of the year (Oct., Nov. and Dec.) averaged 14,539 copies daily, and 21,500 Sunday, and 6,500 weekly. The growth in circulation and business of the REPUBLICAN is in keeping with the growth and prosperity of Colorado, which has been nothing short of the marvellous.

**OTTAWA, ILLINOIS. POPULATION 15,000;** increase in one year, 3,500. Midst of fertile farming district. 3,000 people employed in manufacturing industries in and immediately contiguous territory. Leading paper, THE JOURNAL, 11 years old. DAILY, SUNDAY and WEEKLY. As an advertising medium superior to all other English speaking papers in the city combined, as shown by an actual test made by C. M. Forks, Jan. 17, 1890. LESTER A. ROSE, Publisher.

**VIRGINIA.**—For \$17.74 we will insert a one-inch advertisement, one month, in a good list of Virginia newspapers, consisting of 3 Dailies and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.



**THE MOLINE EVENING DISPATCH**, Moline, Ill. Known circulation, 1,634. In every respect the leading daily paper of Rock Island County, and the best advertising medium in the Eleventh Congressional District of Illinois. **MCGLYNN & GROOM, Pubs.**

**WEST VIRGINIA.**—For \$17.44 we will insert a one-inch advertisement, one month, in a list of West Virginia newspapers, consisting of 4 Dailies and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

**WISCONSIN.**—For \$29.13 we will insert a one-inch advertisement, one month, in an excellent list of Wisconsin newspapers, consisting of 9 Dailies and 21 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

**NEW BRUNSWICK.**—For \$20.70 we will insert a one-inch advertisement, one month, in a list of New Brunswick newspapers, consisting of 2 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

**NOVA SCOTIA.**—For \$7.50 we will insert a one-inch advertisement, one month, in a list of Nova Scotia newspapers, consisting of 1 Daily and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

**ONTARIO.**—For \$29.54 we will insert a one-inch advertisement, one month, in an excellent list of Ontario newspapers, consisting of 13 Dailies and 25 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

**QUEBEC.**—For \$5.11 we will insert a one-inch advertisement, one month, in a small list of Quebec newspapers, consisting of 1 Tri-Weekly and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

**ALL EYES** are now turned upon Texas—All their cotton crop alone amounts to \$40,000,000 this season. "An Empire in itself." To cover it, an advertiser should use the five papers composing the Texas Associated Press, viz.: The Fort Worth Gazette, San Antonio Express, Houston Post, Austin Statesman and Waco Day (successor to Examiner). This combination is a winner, and comprises the only morning paper at five of the most important trade centers, and each with a handsome Sunday edition and an excellent weekly.

**SAYS ONE:** "A POUND OF FACTS IS WORTH A TON OF TALK." **THE AMERICAN AVANCE.** Old, Long Established and Valuable, now in its 35th year and better than ever. Beautifully printed on a world-famous Hoe perfecting machine. It is fully abreast of the times. **THE WEEKLY AVANCE** has now the greatest circulation of any weekly paper in Tennessee. The average for every issue of 1899 was 31,308 copies. Present circulation 37,000. **THE DAILY AVANCE** 7,000 and **THE SUNDAY AVANCE** 9,548.

**THE PHILADELPHIA ITEM** is one of the four dailies in the United States credited by the American Newspaper Directory for 1899, Geo. P. Rowell & Co., Publishers, with an average daily circulation exceeding 150,000 copies each issue. For the twelve months ending December 31, 1899, the actual average issues of each edition of **THE ITEM** were as follows: Daily, 164,944; Sunday, 151,728; and Weekly, 32,440. An advertiser who inserted four lines one time in **THE DAILY ITEM**, at a cost of \$1, reports having received 257 answers from it. This is the kind of advertising that **PAYS!** **THE ITEM** comes nearer being a medium of universal circulation than any newspaper in Philadelphia.

**A MEDIUM** of tremendous power—**THE PORTLAND OREGONIAN**, commanding and creating in its influence. Given the "Pure Gold" or bull's eye mark by Geo. P. Rowell & Co. An advertisement in **THE OREGONIAN**, Daily, Sunday and Weekly, reaches more readers than an advertisement in all the other dailies in Oregon and Washington combined. It is more largely read in proportion to the number of copies printed than any newspaper on the globe. Monopolizing the Western Union wires between San Francisco and Portland at a cost of \$100,000 a year for that one item, gives it power and prestige. Delivered by carrier in Tacoma, Seattle and Walla Walla on day of publication.

**TO REACH 33,500 DRUGGISTS.**—Martin's Druggists' Directory for 1899 contains a list of 33,525 wholesale and retail druggists. For the purpose of inducing subscriptions, a sample copy of **PRINTERS' INK** of the issue of March 5, 12, 19 or 26, will be sent to every individual or firm in this list. To one-fourth, March 5; to one-fourth, March 12; to one-fourth, March 19, and to the remainder March 26. Many of these druggists and apothecaries spend considerable money in advertising patent medicines and other specialties of their own manufacture. An advertisement setting forth the merits of a first class newspaper as an advertising medium, and appearing in these special issues of **PRINTERS' INK**, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in **PRINTERS' INK** are solicited.

**TO REACH 40,000 SHOE AND LEATHER MEN.**—The Shoe and Leather Reporter Annual, for 1899, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada carefully estimated at 39,730 names. For the purpose of inducing subscriptions, a sample copy of **PRINTERS' INK**, of the issue of April 2, 9, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23, and to the remainder April 30. The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers. An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of **PRINTERS' INK**, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in **PRINTERS' INK** are solicited.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, MARCH 5, 1890.

THE *Ohio State Journal*, of Columbus, O., has discontinued its New York office, and will hereafter cultivate closer relations with those agencies recognized by the American Newspaper Publishers' Association.

THE *Detroit Journal* discloses a trade secret when it shows in its advertisement in the *Newspaper Record* how the *Wayback Hustler* or any other sheet of similar influence can claim the largest circulation in America, and yet not depart into the devious way of falsehood. The advertisement referred to is headed: "The *Detroit Journal* has the largest circulation on earth," while in smaller type appears this explanatory note: "This really means that the *Detroit Journal* circulates more papers on this earth than on any of the other planets, but it is so worded as to be capable of another interpretation."

Does it pay to make absurd and extravagant statements about the efficacy of advertising? Newspapers do well to educate the public up to the value of printers' ink, but when they go so far as to make random assertions about advertising being the only road to commercial success, they simply make the whole system seem ridiculous. Very few of the millionaires whose names suggest themselves in connection with great wealth have ever advertised; yet there are men who have made fortunes through advertising, and there is no objection to quoting their testimony or making any other reasonable argument that will serve to emphasize the central fact.

THE following interesting advertisement recently appeared in the columns of a New York daily:

IF THE PARTY who took my 30-pound clock and on the next day borrowed my trousers will kindly call at my office, 12 Bridge street, New York City, I will present him with the key to the clock and \$10 to put in the pocket of the trousers; no questions asked.

F. W. ANGEL.

IN this issue of PRINTERS' INK will be found a discussion of the question of foreign advertising by Geo. N. Lamphere, the editor and publisher of the *Moorhead (Minn.) News*. In journalistic conventions and elsewhere newspaper men are fond of berating the foreign advertiser and the advertising agent. Mr. Lamphere gives four reasons why foreign advertising should be accepted at lower than regular rates: 1. Foreign advertising comes without the expense of drumming up. 2. It is generally electrotyped, and thus saves wear on type. 3. Space is always worth less to the foreign than to the local advertiser. 4. Where a paper has a surplus of space, it is expedient to accept advertisements to fill up at a reasonable discount from regular rates. Other publishers may not openly coincide with Mr. Moorhead's ideas, but in practice many of them do not differ very widely.

ON another page will be found an article from the *National Journalist*, headed: "What Does Advertising Space Cost?" The writer shows that the average circulation of country weeklies is 500 copies, and that the cost of advertising space to the publisher of the paper is about nine dollars an inch a year. Now, it is well known that a very large number of such papers would not reject an offer of \$25 for inserting a full column electrotyped advertisement a whole year. Some would accept it for less, and be quite willing to allow an agent's commission on the order, and possibly take pay for the whole in wood type. It would appear, therefore, that advertising space is often sold without much regard to the cost thereof. The advertiser is not at all interested in the cost to the publisher. What the advertiser wishes to learn is:

"How much is it worth to me?"

"How much must I pay for it?"

He must buy it for less than its value, otherwise he realizes no profit on the transaction.

ELBERT S. CARMAN has sold the *Rural New Yorker* to Lawson Valentine and E. H. Libby, who are the principal owners of the *American Garden*. It is proposed to bring these two papers under one business management, although entirely separate in every other respect. Mr. Carman retains his position as editor-in-chief.

THE humorous publication, *Time*—formerly *Tid Bits*—which has had a more or less precarious existence of six years, was merged with *Munsey's Weekly* with the issue of February 25. *Munsey's Weekly* claims to have been circulating 26,000 copies a week, and asserts that the combined circulation will be close to 50,000.

THE Toronto (Can.) *Daily Mail* recently introduced a unique method of getting its own advertisements read, and at the same time obtaining a consensus of opinion on what style of newspaper advertising pays best. Arrangements were made with six different business houses, by which each took a certain amount of space for one week, and the advertisements of each were written and displayed in as widely varying styles as possible. The advertisements were changed daily, and in each day's paper a blank coupon was printed, entitling the bearer to a vote in favor of one of the six styles. It was specifically announced that the test of each advertisement was to be its effectiveness as a promoter of trade; literary merit and artistic display were secondary questions. A large number of votes were received, the winner being a real-estate firm, which made its advertisements conspicuous by the smallness of the type used in their construction.

In view of the vexed question of the difference supposed to exist between a special and a general agent, the following communication from such a prominent paper as the *St. Louis Republic* becomes of interest:

Geo. P. Rowell & Co.:

The Eastern office of the *Republic* has been removed from the *Tribune* building to room 146 *Times* building, and will be in charge of Mr. Wallace G. Brooke. It may be added in this connection that it will be in the literal and fullest sense of the word a "branch" of the home office. Mr. Brooke is simply and only one of the regular business staff of the *Republic*, his connection differing in no respect from that of any of the em-

ployees of the St. Louis counting-room of the paper. The New York office is merely a branch business office for the convenience of advertisers, just as we maintain branch offices for similar purposes at several different points in the city of St. Louis.

Mr. Brooke's whole time and exclusive attention will be given to the business of the *Republic*, and he is in no sense an advertising agent, either "general" or "special." He has no commission interest of any sort in the business passing through his hands, and it is a matter of indifference to the publisher of the *Republic* whether an advertiser forwards business direct through the home office or through the New York office. A branch office in New York has come to be one of the necessary expenses of a metropolitan newspaper, and is maintained wholly for the convenience of its advertising patrons. This is the sole purpose of the *Republic's* office, and the accomplishment of that purpose will cover the whole line of Mr. Brooke's duties.

I will only add that he is not expected to interfere with the existing methods of handling advertising. It will be his duty, therefore, to assist the general agents in their work, and not to intrude between them and their patrons for the purpose of securing orders direct. He will be at hand at all times to furnish any desired information as to circulation, rates, etc., and it is hoped will prove a helpful aid to both advertisers and agents in placing business.

CHAS. W. KNAPP,  
Publisher of the *Republic*.

A communication from the Chicago *News* of similar purport, recently published in these columns, goes to indicate a growing tendency among the larger papers. It is hard to see how some of the special advertising agents, who do a general advertising business, differ from the regular agencies. There is nothing uncertain in the stand taken by Mr. Knapp. He proposes to have the *Republic's* New York office managed on the same principles as though it were a branch of the home office in St. Louis. Further than this, Mr. Knapp recognizes that it is to his interest not to interfere with existing methods of handling advertisements. The New York representative will be on hand to assist the general agent, and not to interfere with him. In each of these propositions the progressive publisher will find food for thought.

THAT was rather a remarkable statement made by James W. Scott to the Wisconsin editors, to the effect that if the receipts and expenditures of all the papers in America were added up in separate columns the result would be a big shortage. It is to be presumed that the publisher of the Chicago *Herald* knows what he is talking about, and if so it indicates that journalism is an extraordinarily attractive field of labor.

## Miscellanies.

## THE EDITOR'S ADVISERS.

They're thick as leaves 'neath autumn's glow,

Or beams of old Sol's taper,  
The men who know or think they know  
The way to run a paper.

*Ogdensburgh (N. Y.) News.*

An inspector of customs—a fashion writer.—*Burlington Free Press.*

She sang: "Take Back the Heart that Thou Gavest" very sweetly and effectively, but he said he was a newspaper man and never took anything back.—*Philadelphia Times.*

Great Editor (severely)—There was no baseball news in the paper to-day.

Local Man—But, sir, baseball isn't played in the winter, and I've exhausted all the new club rumors, new association fakes, and reports of possible changes of one sort and another. There isn't a scrap more I can get hold of.

"Then print the old scraps over again. You don't suppose I want to lose all my subscribers, do you?"—*New York Weekly.*

"Good morning, Mrs. Murphy; have you —"

"Stop right where you are, Mrs. Burns! I am onto you wid a smile. You never lived near enough to the 'arth to spring the likes of that on me. I don't use soap in the morning, Mrs. Burns; nor do I save me wrappers; or wear the three-dollar shoe; or eat A. B. C.; or take a hundred doses for a dollar; but when the likes of you tries to guym me so early in the morning, you had better drink 'cookoo' for your supper!"—*Puck.*

Mrs. Masterman—Now you have come in, Mr. M., perhaps you will not find it too much trouble to read the newspaper to me.

Mr. Masterman (who has been detained late at the office)—Ahem! Yes, my dear. Le'messe, oh, yes, Shipping Disaster! the bark Horsa was in tow of the tug Hercules, when the hawser parted, and the Horsa began to drift up channel. Captain Wilson of the Horsa was struck by the hawser, when the Horsa—

Mrs. Masterman—Thank you, Mr. M., that is quite sufficient, thank you, and since you cannot even read straight, the best thing you can do is to go to bed.—*London Fun.*

Contributor—I want to see the editor.

Editor—Go to Hades.  
Contributor—Ah! 'tis as I feared. The editor is there.—*Chic.*

Customer—How much time do you give me?

Tailor—None, sir; I never give any credit.

"Hlor's that?"  
"Until recently I was editor of a religious weekly."—*Clothier and Furnisher.*

"It's as hot as an oven in here," remarked the city editor as he threw off his coat to go to work.

"Well, it ought to be," remarked the fancy reporter; "this is where we make our daily bread."—*New York News.*

"I am devoted to phrenology, and I love the study and pursuit of literature, and am puzzled as to which I should make my life work," said the student.

"My dear boy," returned the professor, "why don't you toss a cent and decide the matter that way? Heads, phrenology; tails, letters."—*Harper's Bazar.*

"See that house over there?" said one traveling man to another.

"Yes."

"Bilson, the novelist, built that."

"It's a fine building."

"He paid for it with the proceeds of one story."

"Oh! it's pretty high for a one-story house."—*Merchant Traveler.*

Tenderfoot (visiting Oklahoma)—Is this what you call a town?

Editor—Certainly. We've got a hotel, a saloon, a faro bank, a real estate office, a newspaper and a doxology shop. What more do you want to make a town?

Tenderfoot—Where are they?

Editor—Right here in this tent. Where's your eyes? Come from Philadelphia, didn't you? You want to wake up."—*Town Topics.*

"Subscribers coming in at the rate of twenty a day," wrote the editor of a country weekly; and the rival journal explained that they were coming in to order their paper discontinued.—*Texas Siftings.*

"I see that you advertise your feathers cheap?"

"Yes, sir."

"I'll take enough to make two pillows."

"Four dollars."

"Why, that's the old price!"

"I know it."

"But you advertise—"

"Feathers, marked down? Oh, yes, we mark all feathers 'down.'"—*Chicago Ledger.*

*The N. Y. Observer*—Inspector Byrnes.

*The Utah Standard*—Fourteen Wives.

*The Saloon Journal*—The Barrel Organ.

*The Open Court*—The Boarding-House Parlor Variety.—*Puck.*

An exchange says that an editor once applied at the door of Hades for admission.

"Well," replied his sable majesty, "we let one of your profession in here many years ago, and he kept up a continual row with his former delinquent subscribers, and as we have more of that class of persons than any other, we have passed a law prohibiting the admission of editors."—*Sopris (Col.) Signal.*

"Newspaper men have a right to be proud."

"Well, yes. Handling a pastepot is apt to make 'em a little stuck up."—*Florida Times-Union.*

We had many cordial invitations to accompany the editors to Chicago, but we just could not go.—*Frisson Mirror.*

Young Skitter—Do you consider that the inclosure of a stamped and addressed envelope with a manuscript insures its return by the editor to whom you submit it?

Old Skitter (sadly)—It always has with me.—*Smith, Gray & Co's Monthly.*

## ZEAL OF PUBLISHERS WRONGLY DIRECTED.

The newspaper of the future will not canvass for advertisements.  
Why so?

Because the boot will be on the other leg. Advertisers will canvass for the newspapers. Some publishers devote more zeal to the securing of advertisements than to the making of their paper. The first thought of a publisher seems to be, "How much advertising can I secure?" rather than "How can I make a good paper and gain many readers?" Advertising, in its relation to the paper, is an effect, not a first cause; the substance attracted and not the magnet. The first thing should be to get a circulation, and then the advertiser will go to the publisher, and the publisher need not run after the advertiser.

It is forcing advertising—like as in forcing plants—that produces many unsatisfactory results. One-third of the advertisers die from the process. Special agents are employed by each paper, and undue pressure brought to bear to induce advertisers to go in mediums that are not likely to pay them. Thus, if ten publications each secure twenty advertisers who become dissatisfied with results and stop advertising, 200 advertisers are driven out of the field. Now, if the publishers' zeal could have been relaxed, and these same advertisers directed to the mediums that would have paid them, all would have had their share, and the advertisers continue to spend money. It is this work of sifting and directing that is the duty of a good agent. He is judge, whereas the publisher cannot be more than an advocate. The agent is often "a friend in disguise," to the publisher when he keeps an advertiser out of a paper. He is also a pilot to the advertiser, who, at the best, has difficulty in steering his bark safely through the troubled seas.—*Herbert Booth King & Bro.*

## THE COUNTRY NEWSPAPER.

It is the habit of a good many people and of some over-smart city newspapers to speak slightly of the country newspaper. There is a large stock of old jokes constantly going the rounds tending to ridicule and belittle the weekly periodical which is the mouthpiece and organ of the county seats and smaller cities and villages. The usual drift of such humor is to show the supposed poverty, greenness and lack of ability and dignity of the country editor. Of course there are country newspapers and country newspapers, and country editors and country editors. Some are good, some bad and some indifferent. They differ as much as city newspapers and city editors. But our observation teaches us that the country newspapers and the country editors will average up well with all the other business institutions and business men of their respective localities. A thriving country locality will always be represented by a neat, tidy, bright and able country newspaper. A shiftless locality will often be represented by a shiftless paper, but in most cases the paper is far ahead of its surroundings.—*Minneapolis Tribune-Star.*

THE Author's Aid Co., Orwell, Ohio, is an organization composed of literary people, formed for the purpose of selling their MSS. to publishers. They state they do not ask credit, and propose to shortly form a stock company for the purpose of publishing a literary journal.—*Commercial Union.*

## Notes.

EDITORS who steal from the editorial columns of other papers presume upon the insignificance of their own publication to shield them from detection. If a thought be worthy reprinting in its entirety, it should be credited to the publication in which it first appeared. However, it is of but little use to call attention to this form of piracy, for an intellect willing to masquerade editorially in the literary garments of other minds is of too low an order to be benefited by homelies upon the iniquity of theft.—*West Shore.*

A correspondent calls our attention to an advertisement, the nature of which, he surmises, "must have been overlooked," and says: "While the discipline of the Methodist Episcopal Church is opposed to, and her ministers preach against, parlor and other kind of dancing, it does look a little inconsistent for a Methodist paper to have an advertisement in it showing people where to purchase jig, waltz, polka and reel music." The point is well taken; but how are we to serve those ministers whose children are learning to play jig, waltz, polka and reel music and want to know where to find the best of that sort of thing?—*Northern Christian Advocate.*

THE man who in his country experience, rather than spend money on himself, wears a small pica coat with a minion pair of trousers, and a vest that doesn't justify with either, because he would buy a new font of type to improve the appearance of his paper, has the right kind of material in him for city wear. There is enough copper alloy, or some other enduring substance, in his manufacture to make him stand the wear and tear and hard work of city competition without destroying the face of his perseverance, and to prevent his getting "raised" by his success in his own estimation in the heat of the rivalry with his competitors.—*James W. Scott.*

IN nearly all regulated lines of industry at present the advertising man is one of the most important adjuncts of a business. And on the other hand, the advertising department of a first-class newspaper is not what it used to be, but is instead fast becoming an interesting feature of all enterprising journals. Formerly the prevailing idea among the uninitiated was that the talented, the best, most versatile and most ingenious writers and artists were all employed in the news department. How nearly correct this idea may have been need not be stated, but that such is not the case now may be seen by a perusal of the "ads." of any flourishing paper. The competitions between the merchants and between the papers' agents have become so great that the great wholesale and retail houses of the large cities employ talented men at big salaries to attend to their advertising alone, and the men who want the best positions in the counting-rooms of newspapers must combine fine business qualifications with the talent that wins success in the editorial chair.—*Venuewire's News.*

## Advertisers

Are Invited to Examine  
College and School,  
the new Monthly Magazine  
for Parents, Teachers,  
and Students,  
UTICA, N. Y.



*The Original Co-operative Lists—Established in 1864.*

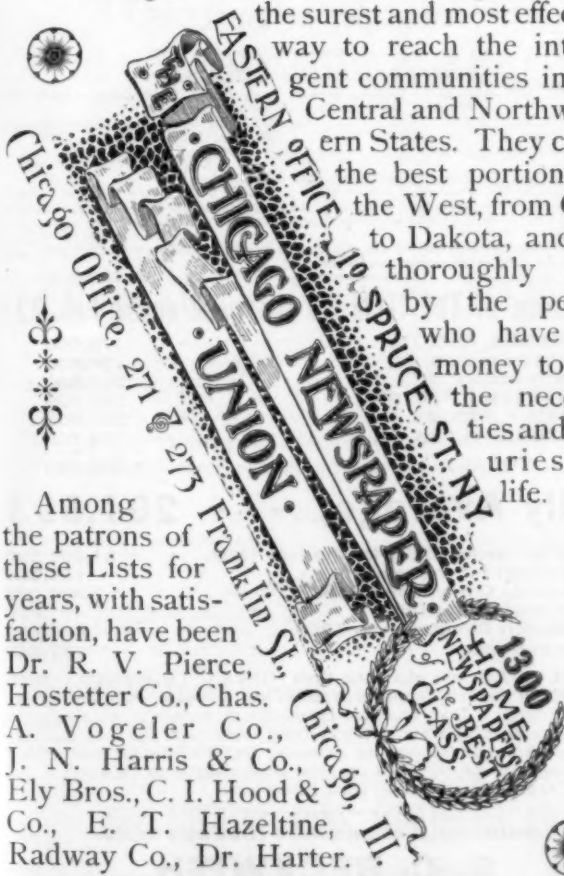
# THE CHICAGO NEWSPAPER ..... UNION LISTS.....

of 1,300 Home or Local Papers afford  
the surest and most effective

way to reach the intelligent communities in the Central and Northwestern States. They cover the best portions of the West, from Ohio to Dakota, and are thoroughly read by the people who have the money to buy the necessities and luxuries of life.

Among the patrons of these Lists for years, with satisfaction, have been Dr. R. V. Pierce, Hostetter Co., Chas. A. Vogeler Co., J. N. Harris & Co., Ely Bros., C. I. Hood & Co., E. T. Hazeltine, Radway Co., Dr. Harter.

*Address either Chicago or New York Office  
..... for Catalogues and Estimates.....*



# The Philadelphia Item.

Admittedly the Most Prosperous Evening  
Newspaper in the U. S.

## ANOTHER GREAT QUADRUPLE PRESS.

"THE ITEM," owing to its immense increase in circulation, is compelled to spend One Hundred Thousand Dollars more for Machinery.

R. HOE & CO.,  
PRINTING PRESS, MACHINE AND SAW  
MANUFACTURERS.

Grand, Sheriff, Broome and Columbia Streets.  
Office, 504 Grand Street, New York.  
London, Boston, Chicago.  
NEW YORK, Feb. 20, 1890.

*Messrs. Fitzgerald & Sons, "The Philadelphia Item:"*

Gentlemen—We thank you for your letter confirming the order for the new "Quadruple" Press for your paper, and congratulate you upon your continued prosperity. It would seem that THE ITEM, with its 200,000 to 250,000 circulation daily, is fast becoming a public institution.

We will, as suggested, push on with the work as rapidly as possible, so that you may have the use of the press at the earliest possible moment.

Yours very truly,

R. HOE & CO.

## Circulation of THE ITEM for the week ending Feb. 22 :

MONDAY, FEB. 17,	- - - -	175,060
TUESDAY, FEB. 18,	- - - -	186,800
WEDNESDAY, FEB. 19,	- - - -	209,880
THURSDAY, FEB. 20,	- - - -	265,320
FRIDAY, FEB. 21,	- - - -	201,800
SATURDAY, FEB. 22,	- - - -	170,700
<b>TOTAL,</b>	<b>- - - -</b>	<b>1,209,560</b>

## Daily Average, - - 201,593

Total of all issues (Daily) for the year 1889,	- - - -	51,297,590
Daily average for the year,	- - - -	164,944
Total Sunday Circulation for 1889,	- - - -	7,889,902
Sunday average for 1889,	- - - -	151,728
Total Weekly Circulation for 1889,	- - - -	1,686,894
Weekly average,	- - - -	32,440

THE ITEM will run their three GREAT LIGHTNING HOE PRESSES by electricity furnished by the Edison Company, each press having a separate motor. More wholesale rapid delivery wagons, in addition to the twenty-three already in use, are now being constructed, and altogether they will spend \$100,000 this year in increasing their facilities for printing and distributing their paper, which are now acknowledged to be equal, if not superior, to any daily journal on either hemisphere.

## FOREIGN ADVERTISING DEPARTMENT,

**S. C. BECKWITH,**

MANAGER,

48 Tribune Building, New York.

509 The Rookery, Chicago.



## HOW TO ADVERTISE?

## WHEN TO ADVERTISE?

## WHERE TO ADVERTISE?

Are questions that most business men want to solve. We cannot answer them all for you. Just one we will. That is, **Where to Advertise?** If you wish to reach a well-to-do class of suburban homes, no other medium will give you more for your money than

## OUR COUNTRY HOME.

We have a paid-in-advance subscription list of more than **100,000**. We prove our circulation by affidavits or by postage receipts. We will accept your business either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge. Need we say more.

### ADVERTISING RATES.

ORDINARY ADVERTISEMENTS, - - - 60 Cents per agate line.

### DISCOUNTS.

8 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

OUR COUNTRY HOME is published monthly, and is devoted to agriculture and the home. Advertising forms close ten days before date of issue.

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**OUR COUNTRY HOME PUBLISHING CO.,**

88 Fulton St., New York.

# The Sporting News,

ST. LOUIS, MO.

The Most Widely Read Sporting Paper  
in the World.

SWORN CIRCULATION OVER 50,000 COPIES EACH ISSUE.

## The Sporting News

Is read all over the world, and  
has a Sworn Circulation of

52,869!

It is the Official Organ of the fol-  
lowing Leagues:

THE INTER-STATE LEAGUE.  
THE SOUTHERN LEAGUE.  
THE TEXAS LEAGUE.  
THE WESTERN LEAGUE.  
THE MICHIGAN STATE LEAGUE.  
THE ILLINOIS-INDIANA LEAGUE.  
THE ST. LOUIS FOOT BALL LEAGUE.  
THE PROFESSIONAL ATHLETIC ASS'N

It is recognized by all Organiza-  
tions, all Players and the entire  
Base Ball loving public as the Best  
Base Ball and General Sporting  
Paper published. It has the Lar-  
gest Corps of Special Correspond-  
ents of any paper published in  
America.

## STATEMENT OF CIRCULATION.

ST. LOUIS, Jan. 16, 1890.

The circulation of THE SPORTING NEWS,  
St. Louis, Mo., for the past thirteen weeks has  
been as follows:

October 19.....	52,500
" 26 .....	52,250
November 2.....	52,600
" 9 .....	52,500
" 16 .....	52,700
" 23.....	52,850
" 30.....	52,600
December 7 .....	52,800
" 14 .....	53,100
" 21.....	53,000
" 28 .....	53,200
January 4 .....	53,500
" 11.....	53,700

Total for thirteen weeks..... 687,300  
Weekly average..... 52,869

I hereby certify the above to be the true and  
correct statement of the circulation of THE  
SPORTING NEWS for the past thirteen weeks.

C. C. SPINK, Business Manager.

STATE OF MISSOURI, ss:  
CITY OF ST. LOUIS,

On this 20th day of January, A. D. 1890, before me personally appeared C. C. Spink,  
to me known to be the person described in and who executed the foregoing instrument in  
writing, and acknowledged that he executed the same as his free act and deed. In witness  
whereof, I have set hereunto my hand and notarial seal, the day and year above written.

[SEAL.]

CARL UNGAR, Notary Public,  
City of St. Louis, State of Missouri.

# Going Up

On APRIL 1ST NEXT, the ADVERTISING RATE of

## The Sunday School Times Will be Advanced

From \$1.00 per line to **\$1.25** per line, subject to the same usual discounts for time or space or amount.

This advance of 25 per cent. is forced on us because of almost 50 per cent. advance of circulation. The \$1.00 rate was made for 100,000 weekly circulation. The circulation now is over **146,000** weekly copies to paid yearly subscribers—and still increasing.

## Notice

Orders received before April 1st next, for one year or less, will be accepted at the present low \$1.00 rate.

Running contracts now in force, but which will expire during 1890, will be continued at present rate until April 1st, 1891, if the order for continuance is received by us before April 1st next.

### One Price Advertising

### Without Duplication Of Circulation

HOME JOURNALS **15** BEST WEEKLIES\*  
Every Week  
Over 260,000 Copies

Religious Press  
Association  
Phila

### The Sunday School Times PHILADELPHIA

The Presbyterian  
The Lutheran Observer  
The National Baptist  
The Christian Standard  
The Presbyterian Journal  
The Ref'd Church Messenger  
The Episcopal Recorder  
The Christian Instructor  
The Christian Statesman  
The Lutheran  
The Christian Recorder

BALTIMORE  
The Baltimore Baptist  
The Episcopal Methodist  
The Presbyterian Observer.

THE RELIGIOUS PRESS ASSOCIATION,  
1001 Chestnut Street. (Mutual Life Building),  
PHILADELPHIA, PA.

## To REACH 33,500 DRUGGISTS.

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Martin's Druggists' Directory for 1889 contains a list of 33,525 wholesale and retail druggists.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK of the issue of March 5, 12, 19 or 26, will be sent to every individual or firm in this list. To one-fourth, March 5; to one-fourth, March 12; to one-fourth, March 19, and to the remainder March 26.

Many of these druggists and apothecaries spend considerable money in advertising patent medicines and other specialties of their own manufacture.

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## To Reach 40,000 Shoe and Leather Men.

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The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,780 names.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23; and to the remainder April 30.

The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers.

An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes.

Orders for advertising in PRINTERS' INK are solicited.

The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or last page, \$100. Second page, next to the last page, or page first following reading matter, \$75.

Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

A full-page advertisement will be inserted in all the special issues from March 12th to April 30th, inclusive, for \$400, or a two-line special notice will be inserted in all the issues (8 in number) for \$4. More space pro-rata. The cost of addressing a postal card to all of these Druggists and Shoe & Leather men would be more than \$700.

Copy for advertisements to appear in any issue must reach the office of PRINTERS' INK one week before the day of publication.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce St., New York.

# Druggists Make Money

**Selling the most Meritorious and Fast Selling Remedy now before the public. Once introduced, its sales constantly increase. Read what Atlanta, Ga., Druggists say about DR. KING'S ROYAL GERMETUER:**

**THE LAMAR DRUG CO.** say: "Your sales have increased so rapidly that we stock it more largely, and would be glad to make a proposition, if you care to entertain it, looking to a purchase of a 'round lot.' Where we have sold it we have invariably gotten repeated orders for it."

**THE HALTIWANGER-TAYLOR DRUG CO.** say: "The sale of your goods has increased fifty to one hundred per cent. each month, which of itself is a *prima facie* evidence of the popularity which your goods are having. Certainly, unless there was some virtue in your preparation, such a demand could not be created and last as it does."

**ASA G. CANDLER & Co.** say: "We are pleased to note a largely increased demand for your 'King's Royal Germetuer' within the past thirty days. We will be obliged if you will quote us lowest prices on largest quantity."

**GREGORY'S PHARMACY** says: "Dr. King's Royal Germetuer is selling right along, and I have nothing but praise of the good effects produced by the use of it. It is the best seller of any patent medicine I have in the store. If kept at its present standard you will not only make money but confer a blessing on suffering humanity."

**CHAR. O. TYLER** says: "Your remedy seems to give entire satisfaction. I began by selling a few bottles a month; am now selling about one hundred and fifty dollars' worth per month. The demand is constantly increasing."

**HUTCHISON & BRO.** say: "The demand is constantly increasing, and so far as we can learn from our customers the medicine gives entire satisfaction. The popular run which it is having gives evidence that Royal Germetuer is indeed a valuable medicine."

**OWEN & MINOR**, Druggists, Richmond, Va., say: "We have sold about two hundred bottles of King's Royal Germetuer in the last month, with a constantly increasing demand. It is giving entire satisfaction, and we expect a large trade in it."

**J. STOVALL SMITH** says: "Our experience is that the medicine is a great success. Our sales are constantly increasing, and we know of a great many cases cured by it. We take pleasure in recommending the same."

**LILLY, ROGERS & Co.**, Druggists, Baltimore, Md., say: "We have found it a good seller."

**D. S. GOLDSWORTHY & Co.** say: "Royal Germetuer sells well and gives good satisfaction to all who have purchased of me, and the demand is increasing."

**BENJAMIN & CROWHEIM** say: "Your medicine is having continued increased sales with us."

**SHARP BROS.** say: "Our sales for King's Royal Germetuer have been steadily on the increase. So far we have found it a first-class seller, and our customers are well pleased."

**C. D. JONES** says: "I have sold King's Royal Germetuer for several months, and found that same parties have bought it from me at different times and spoken very favorably of the medicine. My sales have been greater lately than previously."

**KIMBALL HOUSE DRUG STORE** says: "Royal Germetuer is in great demand, therefore we are obliged to keep it in stock, and we find no trouble in its giving general satisfaction."

**M. R. AVERY & Co.** say: "We are selling five times as much of your Royal Germetuer as of any other patent medicine on the market, and it gives universal satisfaction. The demand is constantly increasing."

**HAYES BROS.** say: "The demand for Germetuer has constantly increased, and so far as we are able to learn, the people who have given it a trial are very much pleased with the results."

**PEACOCK & LEOGE** say: "Royal Germetuer sells readily to our customers. So far as we are able to learn it gives satisfaction. The increasing demand and sales testify that it is a valuable remedy."


**W. M. CURTIS** says: "The demand has increased steadily until I sell as much of it, or more than any other proprietary medicine that I handle. I have never sold a medicine that seems to give more universal satisfaction, and most parties purchasing one bottle continue to purchase it."

**STONE, GREGORY & Co.** say: "We have a very large demand for your goods, which seem to give entire satisfaction."

## **DR. KING'S ROYAL GERMETUER** **CURES**

**RHEUMATISM, NEURALGIA, PARALYSIS, DYSPEPSIA, INDIGESTION, PALPITATION, LIVER, BLADDER and KIDNEY TROUBLES, CHILLS and FEVERS, CATARRH, ASTHMA, BRONCHITIS, ALL BLOOD and SKIN DISORDERS, FEMALE TROUBLES, Etc.**

**IT BUILDS UP FROM THE FIRST DOSE.**

 Send for Terms and Particulars to the

**ATLANTIC GERMETUER COMPANY, Atlanta, Ga.**

**W.D.WILSON**  
**PRINTING INK CO.**  
 LIMITED.  
**NEW YORK CITY.**


OFFICE: 140 WILLIAM ST.

*Makes the best quality of Ink which is produced by any manufacturer in the world.*

*Employs few traveling salesmen.*

*Seeks the cash-paying trade.*

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 **Send for Price List!**

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*Makes best quality of JOB INKS.*

*Makes COLORED INKS of every grade.*

**W.D.WILSON**  
**PRINTING INK CO.**  
 (LIMITED)  
**NEW YORK.**

OFFICE: 140 WILLIAM ST.

# Over a Million Each Issue!

THE GREAT LEADERS OF THE LEADERS,

## ALLEN'S LISTS.

Should the circulation of the regular issues run below **One Million**, at any time, I will make a discount, to each advertiser, in exact proportion.

### Affidavit of Circulation of all issues furnished each Advertiser monthly

Any other reasonable proof and information will gladly be furnished at any time.

The Periodicals of Allen's Lists circulate mainly in the homes of the better classes of the masses in the Country districts and Villages. Including the borrowing demand, it is believed that over **1,250,000** homes are reached each month, or one-fifth of all the Country and Village homes in the United States.

**FACT:** Each month, the periodicals of Allen's Lists reach over one million two hundred and fifty thousand families, who live mainly in the villages and country districts.

**FACT:** Circulation each month **over**.. 1,000,000 copies.  
 The **borrowing demand**, in country districts, for such first-class periodicals as constitute Allen's Lists, is known to be enormous, and I have the best of evidence that each month it **exceeds** - - - - 250,000 copies.  
 Total number of families reached each }  
 month, **over** - - - - } **1,250,000**

**FACT:** 95 per cent. of the circulation of the periodicals of Allen's Lists is in the villages and country districts.

**FACT:** The periodicals reach all parts of every State and Territory.

*Forms close the 15th of each Month, sharp, prior to the date of the periodicals.*

**E. C. ALLEN,** <sup>Proprietor of</sup> **Allen's Lists,**  
**Augusta, Maine.**







FOR THOSE  
Advertisers who  
have a credit so  
well established as  
to make them safe  
customers, we se-  
cure the most im-  
portant advan-  
tages. We can de-  
vot our energies  
to securing for  
them what is  
wanted and what

ought to be had; without constantly con-  
templating a possible loss liable to sweep away,  
not only all commissions earned, but in addi-  
tion, leave us responsible for heavy obliga-  
tions to publishers. We seek the patronage  
of responsible advertisers who will pay when  
the work is done! and of experienced adver-  
tisers who will know when they are faithfully  
and intelligently served! Address, Geo. P.  
Rowell & Co., Newspaper Advertising  
Bureau, 10 Spruce St., New York.

## We make Estimates

for those who express a desire and in-  
tention to place the advertising through  
us, and of whose good faith we have  
assurance, but there is no more expen-  
sive luxury for an advertiser to indulge  
in than to tie his agent's hands by get-  
ting him to tell in advance exactly  
what he will do.

Some publications are used economi-  
cally on contracts for a single issue;  
in others insertion for a month may be  
had as cheaply as for a single week;  
but in furnishing an estimate in ad-  
vance, if the agent attempts to go into  
details, his correspondence becomes  
voluminous and the advertiser con-  
fused.

The advertiser who sends his adver-  
tisement with an order to procure the  
best service possible for ten thousand,  
one thousand or one hundred dollars  
will get more for his money than he  
would had he required to be told in  
advance exactly what service could be  
promised.

GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,

10 Spruce St., N. Y.

The American Newspaper Directory for 1890  
will be published and ready for delivery on  
Monday, March 31. The subscription price is  
five dollars; which includes, in addition to  
the book, a paid subscription for one year for  
PRINTERS' INK, which is published weekly,  
and contains, in almost every issue, infor-  
mation needed to bring the Directory reports  
down to date.

OFFICE OF JAMES PYLE & SONS,  
NEW YORK, Feb. 15, 1890.

Messrs. Geo. P. Rowell & Co.,  
10 Spruce St., City:

GENTLEMEN—

Kindly send us a copy of your  
American Newspaper Directory

for 1890  
with bill  
as soon as published.

*We find it about as valuable as a deaf  
man does an ear-trumpet.*

Yours very truly,  
JAS. PYLE & SONS.

The American Newspaper Directory for 1890  
will be published and ready for delivery on  
Monday, March 31. The subscription price is  
five dollars; which includes, in addition to  
the book, a paid subscription for one year for  
PRINTERS' INK, which is published weekly  
and contains, in almost every issue, infor-  
mation needed to bring the Directory reports  
down to date.

GEO. P. ROWELL & Co. have a  
more thoroughly perfected system and better  
facilities for conducting the necessary nego-  
tiations with newspapers and watching the  
fulfillment of advertising contracts than has  
ever been attempted by any other house in  
this line in this or any other country. At  
their advertising bureau, which was estab-  
lished in 1865, have originated most of the  
methods of conducting such a business, which  
have proved to be permanently successful.—  
*Memphis (Tenn.) Avalanche*, Jan. 28, 1890.

The man who buys advertising can  
buy that which is cheap and worthless,  
or that which is worth something and  
therefore costs something. There are  
still a few advertisers who prefer to ad-  
vertise wherever they can do so for the  
least money without regard to returns  
from the expenditure. But intelligent  
business men prefer to make their ad-  
vertising investments where they give  
promise of bringing in the best returns.  
If there are any people in these United  
States who are good judges of adver-  
tising, of what it is worth and where it  
is worth most, they can be found in  
the office of Geo. P. Rowell & Co. We  
know whereof we speak, for our re-  
lations with them have been long con-  
tinued and mutually satisfactory.—  
*Norwich (Conn.) Bulletin*, Jan. 28,  
1890.



114,000 Per Week.

# The Argosy.

Is a high-grade Illustrated  
32 Pages and Cover. Weekly Magazine.

Its fifty-two issues last year contained over 1,000 illustrations, 25 per cent. more matter than *Century*, *Harper*, *Scribner*, or any other similar high class and popular periodical. Thirty-five complete serial stories, forty short stories, thirty practical sketches, forty-seven biographical sketches—all profusely illustrated. Any average fifty-two issues weigh eight pounds. How can this be done? People are willing to pay for quality and quantity. Its price is \$4.00 per year, or 10 cents per single copy.

**MORAL.**—The 114,000 families that can afford to pay this price have means to buy the good things that are necessary for their pleasure and comfort. *No snide or trashy goods advertised at any price.* THE ARGOSY was started as a juvenile paper (*The Golden Argosy*), but it has gradually outgrown that, until now, by actual tests, it has been found that 62 per cent. of its regular readers are over eighteen years of age. In other words, it reaches all ages and the best classes of the people who have money to spend.


Its advertising rates are reasonable, viz.: 60 cents per agate line, with graded discounts according to the amount of the order. A judicious advertiser said the other day, "I like THE ARGOSY, because it is of the class that are not used to put on pantry shelves, build fires or do up bundles."

#### HEARTY ENDORSEMENT FROM EXCELLENT AUTHORITY:

N. C. Fowler, Jr., the advertising expert in charge of Pope Manufacturing Co., "Columbia Bicycles," Boston, wrote, January 1st, 1890, as follows: "*Enclosed you will find contract for one-quarter page in THE ARGOSY. By careful tests I am fully assured that THE ARGOSY is one of the best general advertising mediums in existence.*"

## MUNSEY'S WEEKLY,

A satirical journal, handsomely illustrated, published by the same firm, should not be overlooked. It is "the brightest and cleanest of all the clever weeklies," having an average circulation last year of 26,147 copies, exclusive of 4,000,000 sample copies. It has recently purchased *Time*, the well-known humorous paper, with an average of 15,000 weekly circulation, and merged it with MUNSEY'S WEEKLY. The rates for advertising will not be advanced and are 40 cents per agate line, with graded discounts according to the amount of the order. Combined circulation, 50,000 per week.

 Special advertising designs furnished by our own artists for either paper.

Orders received through any responsible Agency.

**FRANK A. MUNSEY & CO., Publishers,**

H. P. HUBBARD, Manager  
Advertising Dept.

81 WARREN ST., N. Y.